

Jamie Robinson

From: Samuel Stephens
Sent: Friday, 21 February 2020 2:17 pm
To: Kieran Burlace
Subject: RE: Student loans - public notice ad

[IN CONFIDENCE]

Hey Kieran,

Yes, can you include them please.

Thanks,
Sam

From: Kieran Burlace <s 9(2)(a) >
Sent: Friday, 21 February 2020 1:28 PM
To: Samuel Stephens <s 9(2)(a) >
Subject: FW: Student loans - public notice ad

[IN CONFIDENCE]

Hi Sam,

The estimated cost is \$540. Would you like to include Bay of Plenty Times for an additional \$221.60?

I'll work with our in-house designer so there won't be any additional costs for updating the copy.

Cheers
Kieran

From: s 9(2)(a)
Sent: Wednesday, 19 February 2020 2:19 PM
To: Kieran Burlace <s 9(2)(a) >
Subject: RE: Student loans - public notice ad

Hi Kieran,

Thanks for confirming! Will you need me to send you a new spec sheet for this? To help when your team is updating the copy.

Monday generally has a higher readership – so I will work towards that.

Would you also like to include the Bay of Plenty Times? Just a thought considering the industries booming in the area (incl. Tourism, Agri, Logistics) and an increase in university graduates moving to the area and/or studying. This would be an additional \$221.60 media cost to the overall schedule. Note, I am still working through the schedule 😊

Please find the media Head Hours Estimate attached. Let me know if you are happy to approve:

- Estimate Number: IRL0008
- Total Estimate: \$540

Thanks,

s 9(2)(a)
Digital Account Manager

T s 9(2)(a)
M s 9(2)(a)



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From: Kieran Burlace <s 9(2)(a)>
Sent: Wednesday, 19 February 2020 9:23 AM
To: s 9(2)(a) (AKL-FCB) <s 9(2)(a)>
Subject: [EXTERNAL] RE: Student loans - public notice ad

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a),

Great thanks!

Yes it will be the same creative spec 9x2, vertical. A week day would work best and it has to be before 31 March so either Monday 30th or Friday 27th

And yes media schedule and post campaign proof would be great.

Cheers
Kieran

From: s 9(2)(a) (AKL-FCB) <s 9(2)(a)>
Sent: Wednesday, 19 February 2020 8:44 AM
To: Kieran Burlace <s 9(2)(a)>
Subject: RE: Student loans - public notice ad

Hi Kieran,

Hope you are well ☺. No worries at all re: Student Loans. I can definitely organise this for you.

Confirming this is to run the same size creative spec as FY 17/18? This was a 9x2, vertical rectangle.

Also, is there a specific date at the end of March you would like to lock in? Or preference of Weekend / Weekday.

Will work on getting the estimate to you by tomorrow. Are you able to confirm you would like the below:

- Media schedule
- Post Campaign Proof of Postings in Doc

Chat soon,

s 9(2)(a)
Digital Account Manager

T +s 9(2)(a)
M +s 9(2)(a)



From: Kieran Burlace <s 9(2)(a)>
Sent: Wednesday, 19 February 2020 7:58 AM
To: s 9(2)(a) (AKL-FCB) <s 9(2)(a)>
Subject: [EXTERNAL] Student loans - public notice ad

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a),

Just when you thought you'd finished with student loan

We've been asked to run the student loan public notice again across the following newspapers at the end of March:

- NZ Herald
- Dominion Post
- The Press
- Otago Daily Times
- Waikato Times

Are you able to set this up for us again?

I'll need to get the copy updated and it would be good to get a cost estimate so I can sort a PO number.

Cheers,
Kieran

Kieran Burlace
Senior Marketing Specialist | Marketing & Communications
Inland Revenue | PO Box 2198 | Wellington 6014
T. +s 9(2)(a) | E. s 9(2)(a)



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